

Finally, an annual cash back reward feature that would coincide with spring planting whereby the money that is received by the card user may be used to pay for the card user's gardening and/or landscaping projects.

CONCLUSION

Thus disclosed are credit cards and related services that use non-metallic, symbolic colors to target specific demographics of end users. Also presented are unique and novel features for credit cards and related services that lend themselves not only for the specifically targeted populations mentioned, but also for credit card users in general. The full range, scope, and spirit of the disclosure with regards to its potential embodiments will be apparent to those skilled in the art.

CLAIMS

1. Credit cards and related services that use non-metallic, symbolic colors to target specific demographic groups, including, but not limited to "Lavender", "Pink", "Red", "White", and "Green".
2. Per claim one, "Lavender" or "Lavender Card" --- credit card and related services aimed at Gay and Lesbian populations.
3. Per claim one, "Pink" or "Pink Card" --- credit card and related services aimed at women, promoting the detection (preferably early detection) of breast cancer.
4. Per claim one, "Red" or "Red Card" --- credit card and related services aimed at AIDS awareness.
5. Per claim one, "White" or "White Card" --- credit card and related services aimed at citizens that are particularly religious.
6. Per claim one, "Green" or "Green Card" --- credit card and related services aimed at citizens interested in environmental preservation.
7. Credit cards and related services that have novel features.
8. Per claim seven, such as a singular credit card with a plurality of cardholder names on the face of said card, optionally separated by a modifier (such as

“And/Or”), with spaces, fields or zones on the obverse of said credit card for corresponding cardholder signatures.

9. Per claim seven, such as a singular credit card with a plurality of cardholder names on the face of said card, optionally separated by a modifier (such as “And/Or”), with spaces, fields or zones on the obverse of said credit card for corresponding cardholder signatures, where said plurality of cardholder names pertains specifically to a same sex (Gay or Lesbian) couple.
10. Per claim seven, such as a credit card that has a space, field, or zone on said credit card, most likely on the face of said credit card, where card applicants may specify and have placed on the credit card a dedication, show of support, or memorial to a spouse, relative, or friend.
11. Per claim seven, such as a reward program established by the credit card issuer for information leading to the arrest and conviction of perpetrators that are responsible for the death or severe injury of a cardholder.
12. Per claim seven, such as a reward program established by the credit card issuer for information leading to the arrest and conviction of perpetrators that are responsible for the death or severe injury of a Gay or Lesbian cardholder.
13. Per claim seven, such as a centralized conduit of information established by the credit card issuer where interested parties may learn of details and reward information about a deadly or severely injurious crime that has occurred against a cardholder, where said conduit consists of a website, or of any other communication media.
14. Per claim seven, such as where card issuer provides for and allows cardholders to acknowledge or memorialize whatever is appropriate to the situation at hand, whether it is loved ones, a higher power, etc., on a central memorial, whether said memorial is of a physical nature (as in a monument), an online memorial (appearing on a website), or is comprised of any other embodiment, and may be optionally tied to credit card sponsored donation programs where any aspect or portion of the revenue stream may be earmarked for various causes.
15. Per claim seven, such as helpful beneficial periodic reminders that are in no way related to credit card matters that appear directly on the printed or online credit card statement, or are enclosed with said statement.
16. Per claim seven, such as periodic health related self-exam reminders that appear directly on the printed or online credit card statement, or are enclosed with said statement.
17. Per claim seven, such as periodic health related medical check-up or medical exam reminders that appear directly on the printed or online credit card statement, or are enclosed with said statement.
18. Per claim seven, such as gardening and planting tips and reminders that appear directly on the printed or online credit card statement, or are enclosed with said statement.